



Creating and Strengthening Park Prescription Programs: A Three-Part Webinar Series

## Part I: Partnership

*September 28, 2016, 1:30 – 2:30 pm ET*



#ParkRx

# Acknowledgements



*This webinar series is made possible through support from Kaiser Permanente.*



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*in the community*



# Using the Technology

- To hear audio, call +1 (646) 307-1001, Access Code 199-827-218 (United States)
  - Attendee phone lines are automatically muted
- Questions?
  - For troubleshooting and technological support, please visit <http://help.citrix.com/webinar/join>
  - During the Q&A session, please type your questions into the “Questions” box and send them to the organizers. Please specify which panelist(s) your question is for.

# Agenda

1. Introduction
2. Panelist presentations
3. Q&A session
4. Closing remarks



# About the Speakers

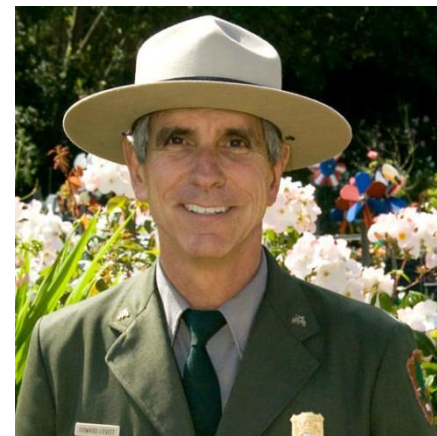
**Moderator: Donna Leong**  
*Health Program Manager*  
Institute at the Golden Gate



**Zarnaaz Bashir**  
*Vice President, Health and Wellness*  
National Recreation and Park Association



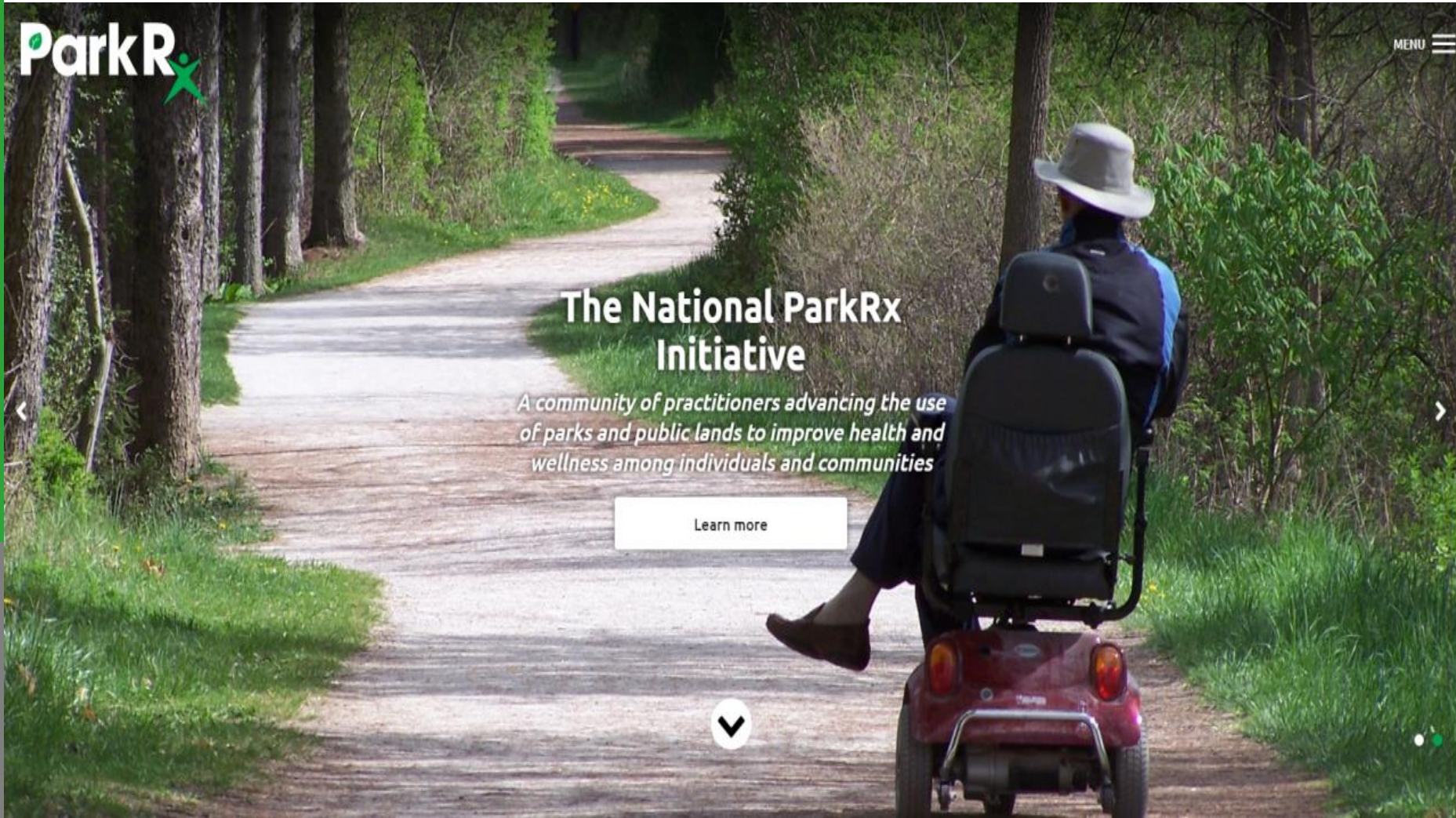
**Dr. Curtis Chan**  
*Medical Director of Maternal, Child, and Adolescent Health*  
San Francisco Department of Public Health



**Howard Levitt**  
*Director of Communications and Partnerships*  
Golden Gate National Recreation Area



# About the National ParkRx Initiative



MENU

## The National ParkRx Initiative

*A community of practitioners advancing the use of parks and public lands to improve health and wellness among individuals and communities*

Learn more





# What are Park Prescriptions?



# About the Audience

- **Professional breakdown:**
  - 50% parks
  - 30% public health/medical
  - 20% other
- **Stage of Parkrx program:**
  - 30% not sure if parkrx is right for you, but want to learn more
  - 30% interested in starting a parkrx program
  - 20% currently creating a parkrx program
  - 20% currently have a parkrx program
- **Most common challenges in creating/implementing park prescription programs:**
  - Partnerships: 20%
  - Funding: 18%



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- Participants will learn about why partnership between different sectors is essential for ParkRx programs and what successful partnerships look like.
- Participants will learn about how to build cross-sector partnerships from a medical/public health viewpoint.
- Participants will learn about how to build cross-sector partnerships from a park viewpoint.



**Zarnaaz Bashir, MPH**

*Vice President, Health and Wellness*  
National Recreation and Park  
Association

*Creating and Strengthening Park Prescription Programs, Part I: Partnership*

## Why Partnerships?

*Zarnaaz Bashir, MPH*



#ParkRx



# Why Partnerships?

ParkRx: Programs designed *in collaboration with healthcare providers and community partners* that utilize parks, trails, and open space for the purpose of improving individual and community health.



- Working together
- + Sharing resources
- + Combining talents

---

Positive health outcomes

# Essential Partners



# Criteria for a Successful Partnership

- ✓ Find a natural park champion
- ✓ Promote your parks and what they offer
- ✓ Create a supportive environment
- ✓ Ensure safety
- ✓ Have a package ready to go: an established, evidence-based program
- ✓ Establish a feedback loop





*“There are many providers out there that would love to be involved in physical activity in their local park, but aren’t quite sure how. These are sparks waiting to fly.”*

Dr. David Sabgir, cardiologist and founder of Walk with a Doc

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**Dr. Curtis Chan, MD, MPH**

*Medical Director of Maternal, Child, and  
Adolescent Health*  
San Francisco Department of Public  
Health

*Creating and Strengthening Park Prescription Programs, Part I: Partnership*

# Health and Creating Collective Impact

*Dr. Curtis Chan, MD, MPH*



#ParkRx



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## THE CITY

### Property fight

Port files lawsuit to evict Sinbad's  
PAGE 3

### Muni challenge

Most supes taking part in riders' request  
PAGE 5

## ARTS

### Her secret

Berkeley's July to have intimate show  
PAGE 8

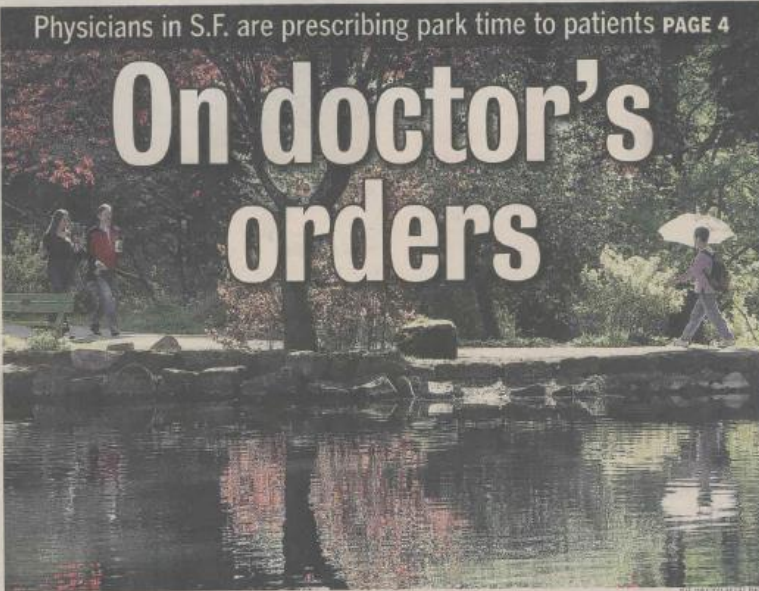
## ART SPANDER

### Twice as nice

Ko repeats as champ at Lake Merced  
PAGE 12

Physicians in S.F. are prescribing park time to patients PAGE 4

# On doctor's orders



### Doctors urging more patients to get out to city's open spaces

By Laura Duda  
S.F. Examiner Staff Writer

Many of the prescriptions San Francisco physician Dr. Daphne Miller writes for her patients cannot be filled at a pharmacy. That's because they look something like this:

*Drug: Exercise in Glen Canyon Park  
Dose: 45 minutes of walking or running  
Directions: Monday, Wednesday, Friday and Saturday at 7 a.m.  
Refill: Unlimited*

Dubbed a park prescription, such instructions have become a common theme among health care providers in The City in recent years due to a joint effort between doctors and parks officials to increase a patient's time spent outdoors rather than encouraging them to reach inside the medicine cabinet.

San Francisco launched a two-year pilot initiative called Healthy Parks, Healthy People in July 2012 at the Southeast Health Center in the Hayesview, becoming the nation's first city to implement the program through its health system.

Last year, the initiative expanded to include the training of more than 200 parks and health care professionals in The City. And in October, 175 health providers from the maternal, child and adolescent section of the Department of Public Health were trained to refer patients to parks.

"The intentional connection of parks and health is pretty compelling," said Howard Levitt, a spokesman for the Golden Gate National Recreation Area. "Parks have an importance beyond just sheer enjoyment. When people understand that time in parks ... can actually improve your health, parks become even more important."

Levitt is among the parks and health leaders who helped launch the initiative, after similar efforts gained popularity in Australia.

The idea, spearheaded by the Institute at the Golden Gate, which promotes the benefits of open spaces, is to explore natural alternatives to medicine and increase access to parks, said Kristin Wheeler, the institute's program director.

The Golden Gate National Recreation Area and the Recreation and Park Department have also launched five programs related to Healthy Parks, Healthy People that have been attended by more than 1,000 park users in all nine Bay Area counties.

Park prescriptions are beneficial to patients suffering from chronic or mental illness, as well as those who are overweight, according to health officials. However, a recent study found that doctors lacked a process by which to diagnose physical activity.

In fact, findings from the Community Health Resources Survey in May revealed nearly all 70 health care providers surveyed in The City would recommend fitness programs for inactive patients, but only 30 percent of providers offer specific information to enable exercise.

"In some cases ... it was difficult for me to even ask about physical activity for the family because I didn't have a quick and easy solution," Dr. Curtis Chan, a deputy health officer with the Department of Public Health, said of the challenges doctors faced before a specific park prescription plan was implemented.

Today, however, Chan encourages patients and other health care providers to prescribe Active Zones identified in The City, known as free, entry-level, drop-in physical activity programs. Active Zones include regular Zumba classes taught by Rec and Park officials, and nature walks held each Saturday.

"The more specific you can get in the prescription, the more likely it is to be done," said Miller, who has prescribed parks to her patients for nearly two decades.

After Pacifica resident Gabriela Segovia-McCahan, 47, learned she is prediabetic last month, Segovia-McCahan's doctor encouraged her to increase exercise by taking additional Zumba classes in The City.

"Exercise and diet are a better form of medicine than prescriptions," Segovia-McCahan said of her doctor's recommendation. "It's a pretty great idea. Just getting people moving gets them on the right track for health."

Phil Ginsburg, Rec and Park's general manager, said the density of San Francisco should not discourage anyone from visiting parks.

"Nearly 90 percent of us live within a 10-minute walk of a park," Ginsburg said of San Francisco residents. "We really are a city that has open-space access."

Spending more time among nature also appears to have positive effects on health. More than a quarter of the 177 San Francisco residents — primarily from Sunset, Bayview and Parkside — surveyed in July and August who attend free fitness group classes reported an improvement in general health status.

Wheeler, with the Institute at the Golden Gate, said efforts are under way to develop partnerships with health departments elsewhere in the Bay Area. Marin County is likely next up, with a potential partnership slated for this summer.

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## THE CITY

LOCAL NEWS FOR SAN FRANCISCO



Left, Maria Rodriguez leads a Zumba class at the Paley Recreation Center in Portola. Below, often, Zumba classes can be held outside so participants not only enjoy healthy exercise, but the fresh air of The City. Above, hiking in McLaren Park is another activity that is being prescribed by doctors, which officially began in The City in 2012 when the Healthy Parks, Healthy People program was launched.

# Parks becoming a preferred prescription

cover story

# HEALTHY PARKS HEALTHY PEOPLE

Taking care of your health can start with a walk in the park!

increase physical activity • reduce stress • maintain healthy bones & muscles • socialize



HEALTHY  
PARKS  
HEALTHY  
PEOPLE  
BAY AREA

These free and fun walks happen every Saturday in San Francisco's beautiful parks. They are led by parks staff and designed for all ages and all abilities. Come join us outside to explore and enjoy nature.

Remember to wear comfortable shoes, use sun protection, and bring water on walks.



Meeting Location	Day and Time
<b>San Francisco Maritime</b> Meet under the wall clock at 900 Beach St.	<b>First</b> Saturday from 10 am to noon <b>Call</b> (415) 561-7177 for more info <b>Bus Lines:</b> MUNI: 19, 47, 49, F
<b>Presidio</b> Presidio Visitor Center at 36 Lincoln Blvd.	<b>First</b> Saturday from 2 to 4 pm <b>Call</b> (415) 561-4323 for more info <b>Bus Lines:</b> Golden Gate Transit: 10, 70, 101, 93, PresidGo; Downtown, MUNI: 28, 43
<b>Golden Gate Park</b> Stow Lake Boathouse at 50 Stow Lake Dr.	<b>First</b> Saturday from 10 am to noon <b>Call</b> (415) 970-8062 for more info <b>Bus Lines:</b> MUNI: 5, 7, 28, 29, N
<b>Lake Merced</b> Lake Merced Boathouse at 1 Harding Rd.	<b>Second</b> Saturday from 10 am to noon <b>Call</b> (415) 970-8062 for more info <b>Bus Lines:</b> MUNI: 18
<b>McLaren Park</b> Intersection of University St. and Mansell St.	<b>Third</b> Saturday from 10 am to noon <b>Call</b> (415) 970-8062 for more info <b>Bus Lines:</b> MUNI: 29, 54
<b>Heron's Head Park</b> Mini parking lot at intersection of Jennings St. and Cargo Way	<b>Fourth</b> Saturday from 10 am to noon <b>Call</b> (415) 970-8062 for more info <b>Bus Lines:</b> MUNI: 19, 44

For more information and to find similar walks in the Bay Area, visit [www.hphpbayarea.org](http://www.hphpbayarea.org)







# Healthy Nature Walks Healthy Parks, Healthy People

City & County of  
San Francisco

Collective Impact  
Planning Table

Status on September 18, 2016  
Internal Draft v2\_20160918

SF Rec & Park: Jim Wheeler, Manager of Leisure Services.

SFDPH: Nutrition Education & Outreach Program: Laura Brainin-Rodriguez, RD, MPH.

Maternal, Child & Adolescent Health: Curtis Chan, MD, MPH. Medical Director

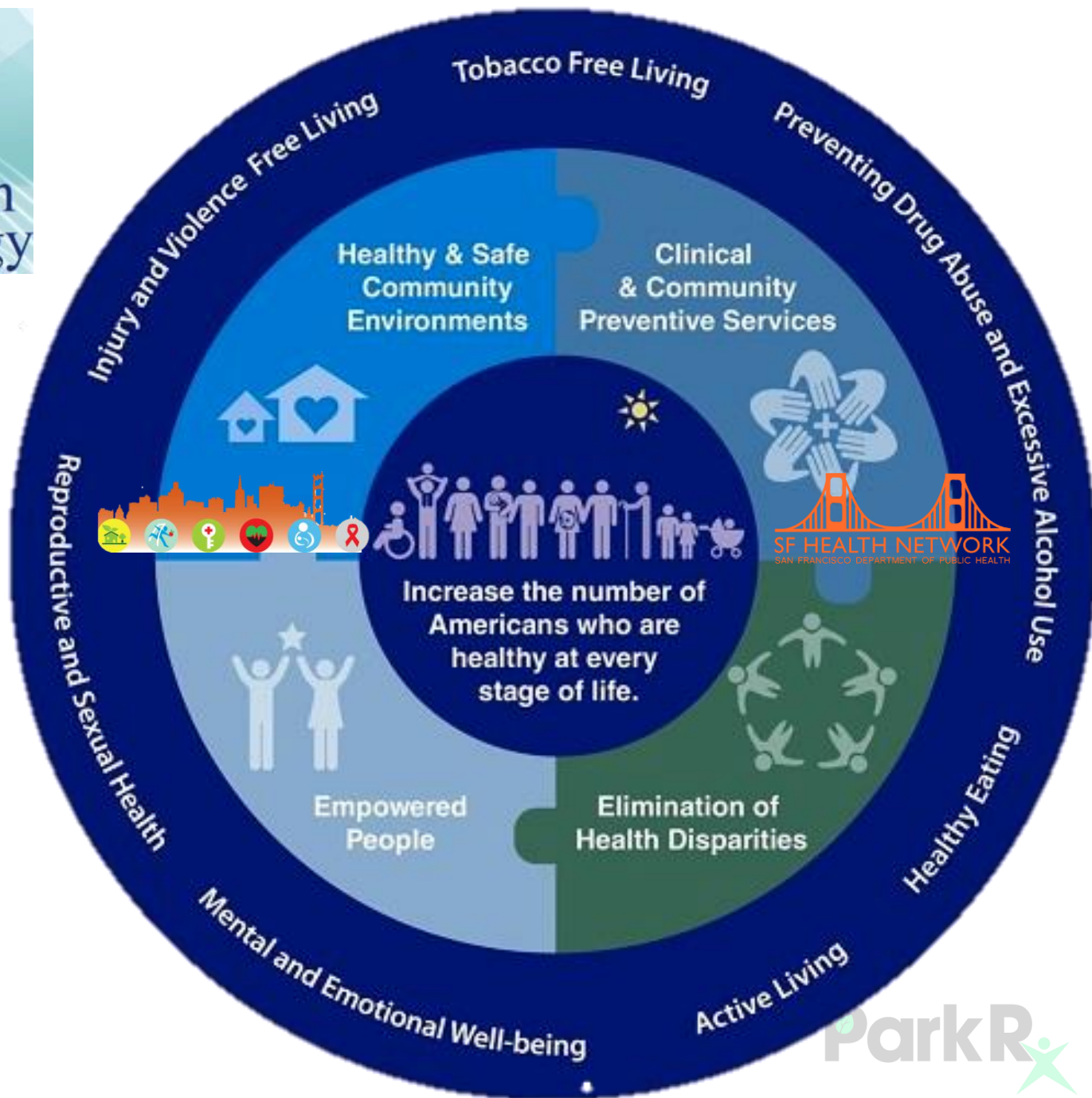
*In San Francisco, representatives of park and public health agencies have begun developing a collective impact approach to improve health equity by increasing equitable access to recreation in nature. The park and health sector have developed a shared agenda, common indicators, and a model for mutually reinforcing activities. Progress has been slowed by the lack of a San Francisco backbone organization and weak continuous communications.*

Collective Impact 5 Conditions	Parks		Healthcare	
Shared Agenda	Improve health and well-being by increasing access to recreation in nature, particularly for populations with limited resources and work health outcomes			
	National Park Service, Golden Gate National Recreation Area, Golden Gate National Park Conservancy, SF Rec & Park, California State Parks, National Maritime Museum		SFDPH: MCAH, NEOP, Chronic Disease, CHDP, CPSP, Mental Health, etc.	
Shared Measurement	% of Park users by demogrphc Residents who visit Stakeholders value parks	% in SF with: depression, anxiety, toxic stress social isolation chronic disease, physical inactivity, obese	% of Patients with 1 <sup>o</sup> care visit Chronic disease pts with f/u visit Hlth providers screen for physical activity, isolation, depression	
Mutually Reinforcing Activities	Prioritize <b>equity</b> in park utilization Develop consistency in activities that welcome under-represented communities Nature Walks 1 <sup>st</sup> - 4 <sup>th</sup> Saturday, every month		Prioritize <b>equity</b> in healthcare access & outcomes “Prescribe” reliable community resources that promote health Provider training, basic information, & clinical flyers	
	Park Prescription (Flyers & Posters)			
	Plan for staffing		Prescribe by providers who accept Medi-Cal	
	Evaluate park changes		Evaluate change in healthcare practice	
Continuous Communication Within Sector	Healthy Parks, Healthy People International, National, Bay Area initiatives communicates overall goals			
	Promising, but currently weak?		Weak?	
Backbone Agency Within Sector	Regional: Institute at the Golden Gate San Francisco: ☹ No backbone agency?			
	Strong leadership from each agency Weak backbone to link park agencies		Some initial coordination by NEOP & MCAH	



NATIONAL  
PREVENTION  
COUNCIL

# National Prevention Strategy





## ACTIVE LIVING



Engaging in regular physical activity is one of the most important things that people of all ages can do to improve their health. Physical activity strengthens bones and muscles, reduces stress and depression, and makes it easier to maintain a healthy body weight or to reduce weight if overweight or obese. Even people who do not lose weight get substantial benefits from regular physical activity, including lower risks of high blood pressure, diabetes, and cancer. Healthy physical activity includes aerobic activity, muscle-strengthening activities, and activities to increase balance and flexibility. As described by the Physical Activity Guidelines for Americans, adults should engage in at least 150 minutes of moderate-intensity activity each week, and children and teenagers should engage in at least one hour of activity each day.

### ACTIONS: THE FEDERAL GOVERNMENT WILL

- ▶ Promote the development of transportation options and systems that encourage active transportation and accommodate diverse needs.
- ▶ Support coordinated, comprehensive, and multicomponent programs and policies to encourage physical activity and physical education, especially in schools and early learning centers.
- ▶ Support adoption of active living principles in community design, such as mixed land use, compact design, and inclusion of safe and accessible parks and green space.
- ▶ Develop and disseminate clinical guidelines, best practices, and tools for increasing physical activity and reducing the number of overweight and obese individuals.



### RECOMMENDATIONS

1. Encourage community design and development that supports physical activity.
2. Promote and strengthen school and early learning policies and programs that increase physical activity.
3. Facilitate access to safe, accessible, and affordable places for physical activity.
4. Support workplace policies and programs that increase physical activity.
5. Assess physical activity levels and provide education, counseling, and referrals.

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### Health Care Systems, Insurers, and Clinicians



- ▶ Conduct physical activity assessments, provide counseling, and refer patients to allied health care or health and fitness professionals.
- ▶ Support clinicians in implementing physical activity assessments, counseling, and referrals (e.g., provide training to clinicians, implement clinical reminder systems).



# THE OVERLOOKED CONNECTION BETWEEN SOCIAL NEEDS AND GOOD HEALTH



Robert Wood Johnson Foundation

2011

Rx \_\_\_\_\_

Physicians wish they could write prescriptions to help patients with social needs.

FITNESS  
PROGRAM

75%



NUTRITIONAL  
FOOD

64%



TRANSPORTATION  
ASSISTANCE

47%



Rx \_\_\_\_\_

Physicians whose patients are mostly urban and low-income wish they could write prescriptions for

EMPLOYMENT  
ASSISTANCE

52%



ADULT  
EDUCATION

49%

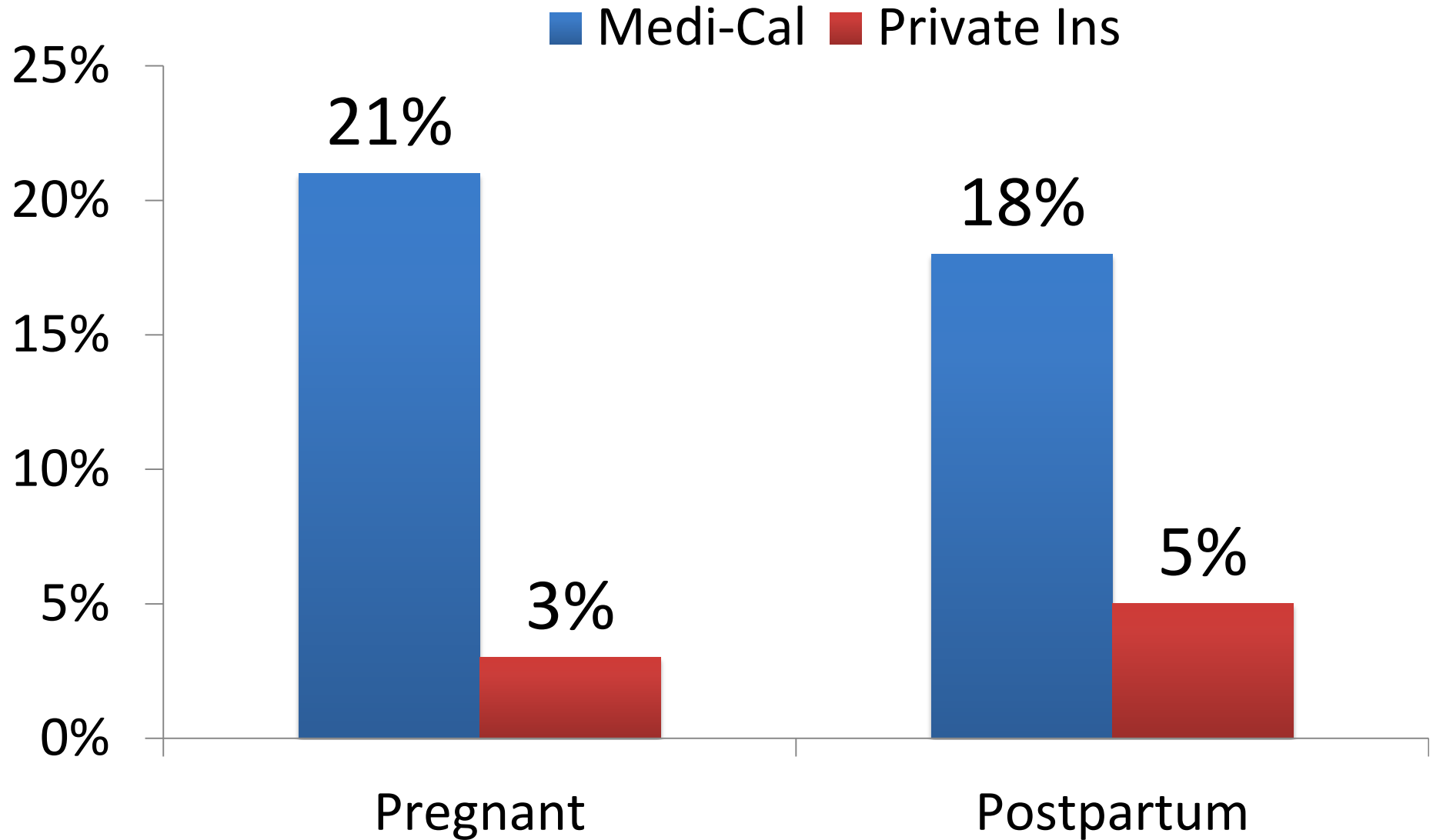


HOUSING  
ASSISTANCE

43%

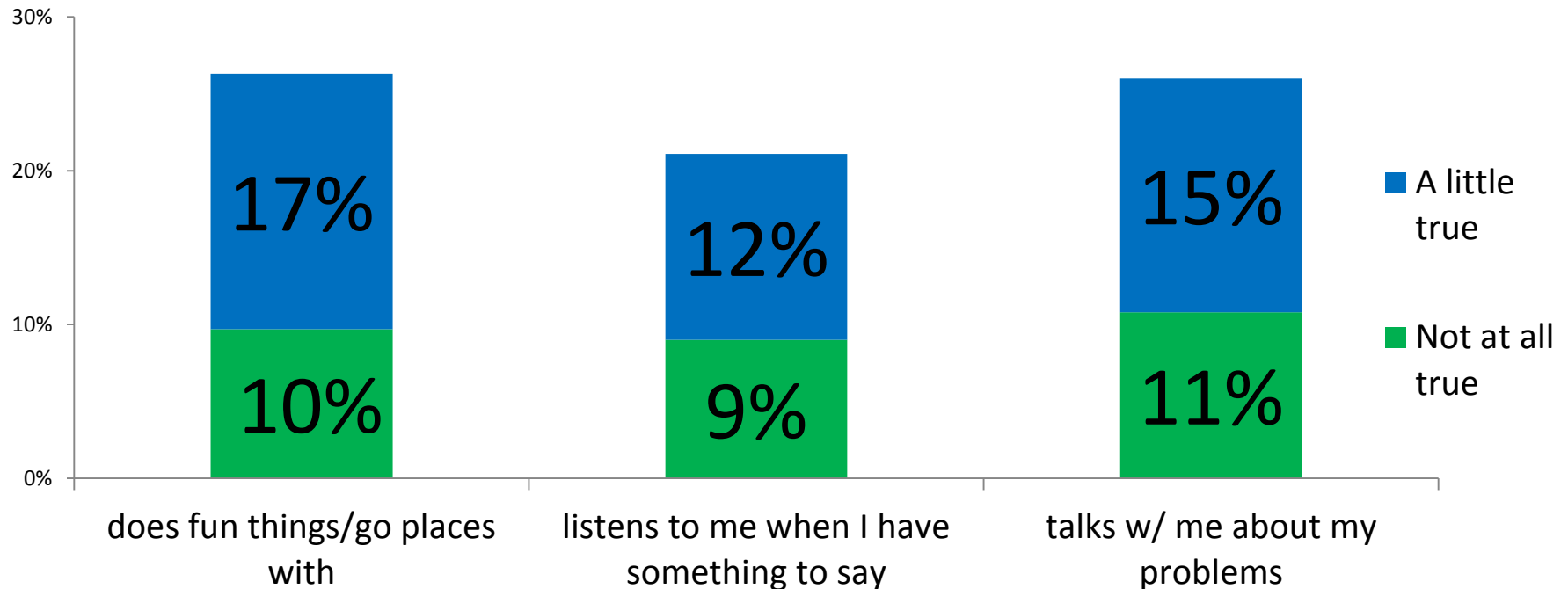


# Depression among Pregnant & Postpartum Women in SF



# Family Cohesion & Social Support

For SFUSD student, have a parent or adult who...

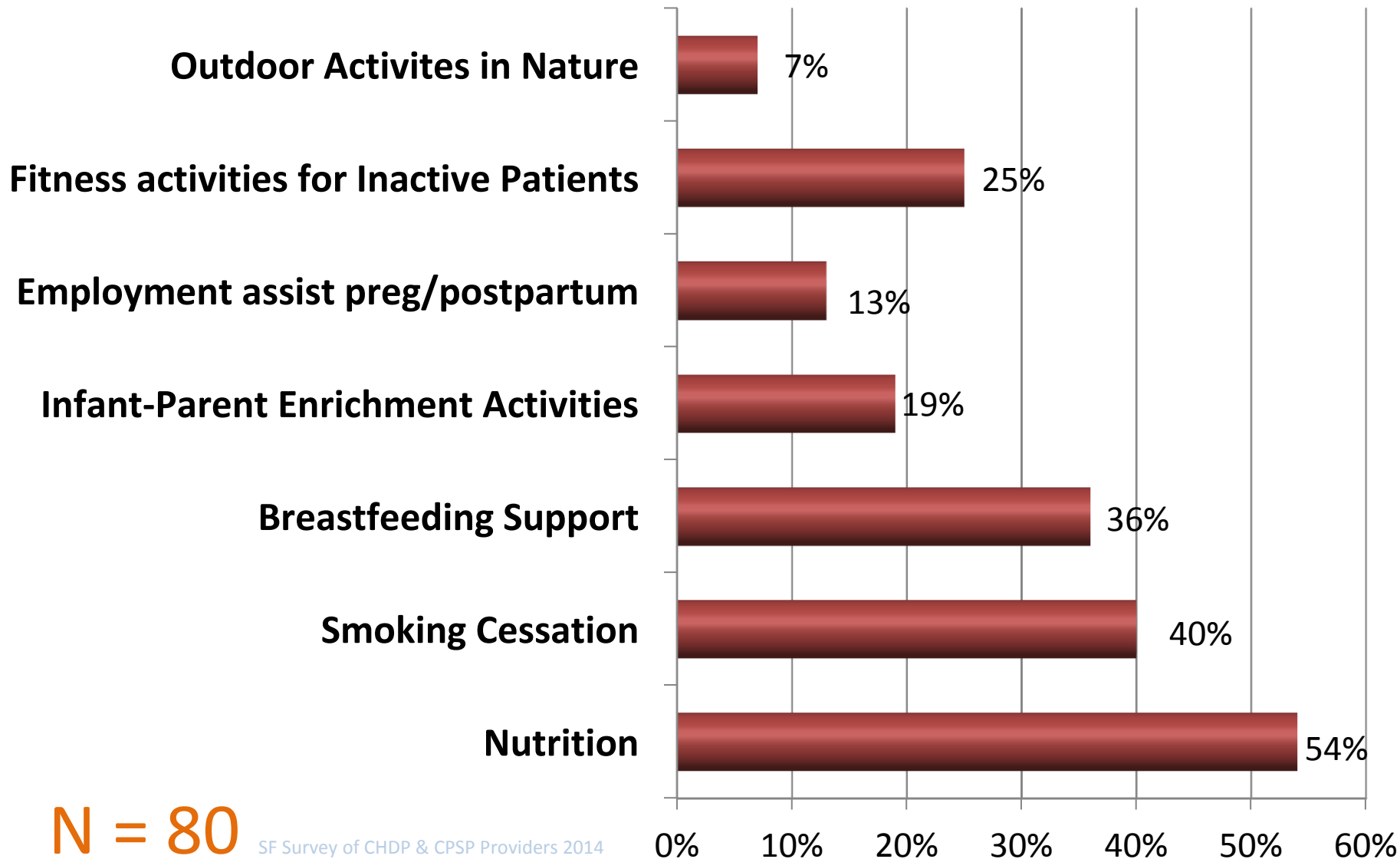


**20 - 30% of 7<sup>th</sup> graders do NOT have a parent or adult who regularly:**

- Does fun things or go places with
- Listens to them when they have something to say
- Talks to them about their problems



## **% of SF Clinicians that Provide Information about the Following Specific Community Resources:**



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**Howard Levitt**

*Director of Communications &  
Partnership*  
Golden Gate National Recreation Area

*Creating and Strengthening Park Prescription Programs, Part I: Partnership*

# Park Agency Readiness for ParkRx

*Howard Levitt*



#ParkRx



**Ask yourself,  
“Is ParkRx  
right for me?”**





- Is it core to your mission?
- Will it add relevancy?
- Will it help you view audiences differently?
- Are you in it for the long haul?
- Is there buy-in throughout your organization?

## Every Partner Has a Role



# Simplified Framework for ParkRx Programs

## Phase 1: Planning

- Program goals, target population, health indicators
- Engage partners and stakeholders
- Delineate roles and responsibilities
- Design a 'patient-to-park' experience

## Phase 2: Developing the Program

- Training staff to communicate and implement the ParkRx program
- Create a communication and outreach strategy

## Phase 3: Implementation

- Pilot a small ParkRx program, adjust
- Launch your full-scale program

## Phase 4: Evaluation

- Evaluate and adjust as needed

# Don't let the *Perfect* be the enemy of the *Good*



Who: every American! Date: \_\_\_\_\_

R<sub>x</sub>: Nature time in your neighborhood park

Sig: as needed for physical, mental health

Dispense: unlimited

Refills: unlimited

side effects may include happiness, laughter, and improved health and wellness

Signature: \_\_\_\_\_





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# Q & A

- To ask a question, please type your question in the 'Questions' box and send it to the organizers
  - Please include which panelist your question is for – if not, the moderator will designate the question to specific panelists
- The moderator will read selected questions to the panelists
- If your question is not addressed during the session, the moderator will forward it to the relevant speaker(s) after the session

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# Recap of the Session

National ParkRx Initiative  
Convening, October 2014



Healthy Parks, Healthy  
People Bay Area – First  
Saturday Program at Crissy  
Field Center, June 2013



*Partnership  
is Key!*



Health Outdoors! Forum,  
September 2016

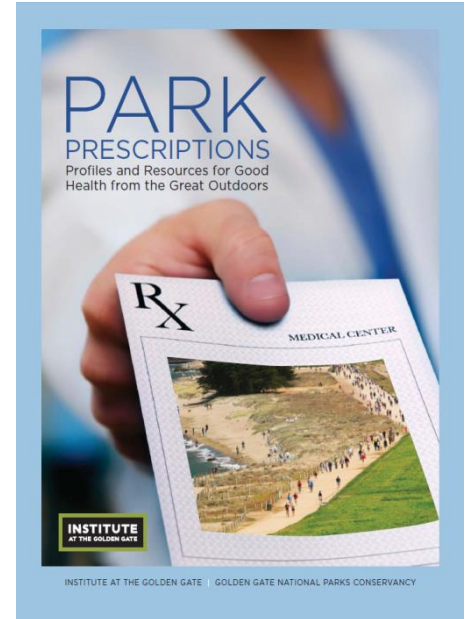


# Next Steps

- For more information, please visit <http://www.parkrx.org/>
  - Resources: <http://www.parkrx.org/resources>
  - Case Studies: <http://www.parkrx.org/resources/case-studies>
  - About ParkRx: <http://www.parkrx.org/about-parkrx>
- Join the movement!
  - <http://bit.ly/2dAUVNZ>
- Upcoming Webinars
  - **October 19, 1:30 pm ET – Part II, Needs Assessments**
    - Featuring: Zarnaaz Bashir, NRPA; Charm Lindblad, Prescription Trails New Mexico; Dr. Robert Zarr, DC ParkRx; and Suzanne Tugman, Kaniksu Land Trust
    - Register at: <http://bit.ly/parkrxweb2>
  - **November 16, 1:30 pm ET – Part III, Implementation & Evaluation**
    - Featuring: Anne O'Neill, NPS; Kevin Wright, Marin County Parks; Dr. Sarah Messiah, University of Miami School of Medicine; Jason Urroz, Blue Ridge Parkway Foundation
    - Register at: <http://bit.ly/parkrxweb3>

# Resources

- Framework for Park Prescription Programs – see “handouts” pane in control panel (will be uploaded onto parkrx.org shortly)
- [Park Prescriptions: Profiles and Resources for Good Health from the Great Outdoors](#)
- [Public Health 101 for Park Agencies](#)
- [CDC Division of Community Health - Resources](#)
- [Active Living by Design - Community Action Model](#)
- [The Prevention Institute - Collaboration Multiplier](#)



# Thank You



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*in the community*

## Reminders

- A recording of the webinar will be available:
  - In the follow-up e-mail after webinar concludes
  - On <http://www.parkrx.org/>
- The follow-up e-mail will also include a post-webinar survey
  - We value your feedback!